

2017 Editorial Calendar

Issues	Important Dates	Cover	Special Content	Dates	Event
January/February					
Focus is on new beginnings (resolutions) for Jan., and love, dating and relationships for Feb.	New Year's, 1/1 Valentine's Day, 2/14	Up and coming person to watch in 2017; Couple	Fitness, wellness; personal growth; relationships; African American culture (Feb.)	Close: Nov 18 Sale: Dec 16	Fitness Challenge; Hers Manifesto
March/April					
Focus is on women's history month, highlighting both historical and contemporary achievements by women	St. Patricks Day, 3/17 Easter, 4/16	Spotlight influential woman	Women's history (March); spring fashion; spring break plans; sexual assault awareness	Close: Jan 13 Sale: Feb 17	F3 Atlanta
May/June					
Focus on the family, highlighting Mother's Day, as well as Father's Day, and summer vacation plans	Teacher Appreciation Day, 5/2 Mother's Day, 5/14 Memorial Day, 5/29 Father's Day, 6/18	Mother(s) and Brides	Gifts for parents and teachers; travel; weddings; summer fashions; pets; Hispanic culture (May 5)	Close: March 17 Sale: April 14	Mother Award (#MySuperHero)
July/August					
Focus on fun, including sporting and hobbies; travel; and then going back to school	Fourth of July, 7/4	Fitness and health; Authors or writers	Summer reading and plays; back to school shopping; women's equality	Close: May 12 Sale: June 16	Summer writing contest
September/October					
Focus is on those with seniority, including personal (grandparents) and work (boss); victims of breast cancer, HIV, domestic violence, etc	Labor Day , 9/4 Grandparents Day, 9/10 Boss' Day, 10/16 Halloween, 10/31	Overcomer or Survivor	Celebrating grandparents and bosses; highlighting best friends; fall fashions; new TV season	Close: July 14 Sale: Aug 18	Best Friend Award (#HerBestee)
November/December					
Highlight holiday preparation and execution while focusing on women in politics and those who empower and entertain others	Veteran's Day , 11/11 Thanksgiving, 11/23 Christmas, 12/25	Those who bring cheer, change and new challenges	Holiday meals; home decorating; politics; winter fashions	Close: Sept 15 Sale: Oct 13	TheMeEyeSee (#TMES)

DATES

Close: content submission deadline

Sale: available to the public